

02460310

5 receiving a user command to find supplemental content;
obtaining contextual information pertaining to the television program
being displayed;

10 in response to the content source identifying supplemental content related to the television program being displayed based upon the contextual information, retrieving the supplemental content from the content source for display by the interactive television system.

3. The method of claim 1, wherein the contextual information comprises an indication of the television program being displayed.

5. The method of claim 3, wherein obtaining comprises:

reading the indication of the television program from electronic programming guide (EPG) data associated with the television program.

25 6. The method of claim 3, further comprising:
 searching the content source for supplemental content related to
the indication of the television program.

7. The method of claim 1, wherein the contextual information comprises a time index.

30 8. The method of claim 7, wherein the time index indicates a
time at which the user command is received.

9. The method of claim 7, further comprising:
searching the content source for supplemental content related to a particular time segment of the television program based upon the time index.

35 10. The method of claim 1, wherein the contextual information
comprises at least one keyword obtained from closed-captioning text associated
with the television program.

11. The method of claim 10, further comprising:
searching the content source for supplemental content comprising
40 the at least one keyword.

12 The method of claim 11, further comprising:

in response to supplemental content comprising the at least one keyword not being found at the content source:

searching a global information network for supplemental
content comprising the at least one keyword; and
retrieving the supplemental content from the global
information network for display by the interactive television system.

13. The method of claim 1, further comprising:
in response to supplemental content related to the television
50 program not being found at the content source:

searching a global information network for supplemental
content related to the television program based on the contextual
information; and
retrieving the supplemental content from the global
information network for display by the interactive television system.

14. The method of claim 1, wherein the information request comprises an identifier of the interactive television system.

15. The method of claim 14, wherein the identifier comprises a media access control (MAC) address.

60 16. The method of claim 14, wherein the identifier comprises an
Internet protocol (IP) address.

17. The method of claim 14, wherein retrieving comprises:
sending the identified supplemental content from the content source
to an interactive television system associated with the identifier.

0978030170000

using the indication the channel to identify a content source to receive the information request.

70

19. The method of claim 1, further comprising:
displaying the supplemental content simultaneously with the
television program.

75

20. The method of claim 19, further comprising:
reducing the size of the displayed television program relative to the
size of the displayed supplemental content.

80

21. The method of claim 1, wherein retrieving comprises:

- receiving a list of supplemental content items from the content source in response to a search by the content source;
- receiving a user selection of a supplemental content item from the list;
- sending the user selection to the content source; and
- retrieving from the content source the selected supplemental content item for display by the interactive television system.

85

22. The method of claim 21, wherein the list comprises at least one link to an item of supplemental content stored at the content source.

23. The method of claim 22, wherein the at least one link comprises a uniform resource locator (URL).

31. A system for selectively retrieving and displaying
- 110 supplemental content related to a television program being displayed by an interactive television system, the system comprising:
- a remote control device for the interactive television system, the remote control device comprising a specifically-designated button for requesting supplemental content related to the television program; and
- 115 a set top box for the interactive television system, the set top box being configured to obtain contextual information pertaining to the television program being displayed, send an information request comprising the contextual information to a content source, and retrieve supplemental content from the content source for display by the interactive television system in response to the
- 120 content source identifying supplemental content related to the television program based upon the contextual information.
32. The system of claim 31, further comprising:
- a display device for displaying the supplemental content retrieved from the content source.
- 125 33. The system of claim 31, wherein the contextual information comprises an indication of the television program being displayed.
34. The system of claim 33, wherein the set top box is further configured to read the indication of the television program from vertical blanking interval (VBI) data associated with the television program.

06-07-2008

36. The system of claim 33, further comprising:
a search engine configured to search the content source for
135 supplemental content related to the indication of the television program.

a search engine configured to search the content source for

135 supplemental content related to the indication of the television program.

37. The system of claim 31, wherein the contextual information

38. The system of claim 37, wherein the time index indicates a

39. The system of claim 37, further comprising:

a search engine configured to search the content source for

40. The system of claim 31, wherein the contextual information

at least one keyword obtained from closed-captioning text associated

a search engine configured to search the content source for

a search engine configured to search the content source for

42 The system of claim 41, further comprising:

a search engine configured, in response to supplemental content comprising the at least one keyword not being found at the content source, to search a global information network for supplemental content comprising the at least one keyword;

155 wherein the set top box is further configured to retrieve the
supplemental content from the global information network for display by the
interactive television system.

43. The system of claim 31, further comprising:

a search engine configured, in response to supplemental content
160 related to the television program not being found at the content source, to search
a global information network for supplemental content related to the television
program based on the contextual information; and

wherein the set top box is further configured to retrieve the supplemental content from the global information network for display by the interactive television system.

44. The system of claim 31, wherein the information request comprises an identifier of the interactive television system.

45. The system of claim 44, wherein the identifier comprises a media access control (MAC) address.

170 46. The system of claim 44, wherein the identifier comprises an
Internet protocol (IP) address.

47. The system of claim 44, wherein the content source is configured to send the identified supplemental content to an interactive television system associated with the identifier.

175 48. The system of claim 31, wherein the contextual information comprises an indication of a channel being displayed, and wherein the set top box is further configured to use the indication the channel to identify a content source to receive the information request.

180 49. The system of claim 31, wherein set top box is configured to simultaneously display the supplemental content with the television program.

50. The system of claim 49, wherein the set top box is further configured to reduce the size of the displayed television program relative to the size of the displayed supplemental content.

185 51. The system of claim 31, wherein the set top box is further configured to receive a list of supplemental content items from the content source in response to a search by the content source, receive a user selection of a supplemental content item from the list, send the user selection to the content source, and retrieve from the content source the selected supplemental content item for display by the interactive television system.

190 52. The system of claim 51, wherein the list comprises at least one link to an item of supplemental content stored at the content source.

53. The system of claim 52, wherein the at least one link comprises a uniform resource locator (URL).

